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EXTENSION SERVICE
OFFICE OF COOPERATIVE EXTENSION WORK, WASHINGTON, D. C.

THIS LOOKS GOOD

Stickers Help

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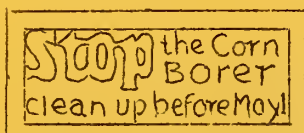


County extension agents often want a simple, inexpensive device which may be used with other means and agencies to keep certain recommendations before rural people. This need has been met in some States by the use of small gummed stickers. Maine for the last two years has used small stickers in connection with the state-wide better dairy-bull campaign. These are round, $2\frac{1}{2}$ inches in diameter, and red and white in 1926 and blue and white in 1927. They show the head of a bull surrounded by the slogan, "Better Bulls - Bigger Bank Balances." These stickers cost \$2 per thousand.

Creameries and ice-cream companies cooperated in using them on mail inclosures, or by pasting them on milk cans returned to the patrons.

To influence more truck gardeners to grow seedlings in small greenhouses for transplanting, the county agent of New Haven County, Conn., used a sticker 4 by 6 inches in size and green in color, containing a photograph of a small greenhouse, which enjoins the reader to "Build a Greenhouse for Better Plants and Bigger Profits."

Other small stickers which have contributed their mite, and often their might, to keeping an idea before people and to building receptive attitudes are the "Plant a Tree" sticker used by the Pennsylvania Department of Forestry; the "Stop the Corn Borer" sticker; the boys' and girls' 4-H club stickers; the national apple-week sticker; and an alfalfa sticker used in New Hampshire.



Original distribution to all extension workers in Eastern States and extension directors and county agent supervisors in other States.

